



• LA FRANCE •

The Spring and Summer LA FRANCE Styles Are a Revelation of the Highest Art of Footwear Designing



It takes more than a shoe-maker to make shoes nowadays. The wave of novelty shoe popularity which has swept over the country this season calls for the talent of artists to create new and original footwear designs.

¶ In our big display of LA FRANCE "Millinery Modes" you will find



A stunning model in Sterling Kid with Putty Kid top, welt, leather Louis Cuban 14-8 heel. Its popularity is well merited.

hundreds of dainty, elegant, exclusive designs—refined novelty patterns in almost unlimited number and variety.

¶ The fashionable gentlewoman of today requires many pairs of shoes in her wardrobe—she must have



Many discriminating gentlewomen prefer this stylish model in Sterling Kid; turned leather Louis Cuban 14-8 heel. Dainty ornamental buckle.

footwear styles to conform with her different hats, gowns and gloves.

¶ The modest LA FRANCE prices, however, enable her to have a variety of styles without any material increase in her footwear bill or sacrifice of quality.



This one is the popular Mat Goat. Putty Kid quarter; welt, leather Louis Cuban 14-8 heel. A pleasing model quite popular this season.

¶ LA FRANCE Shoes are the acknowledged leaders in feminine footwear from the standpoints of Style, Quality, Comfort and Wear.

¶ Absolute satisfaction is assured to LA FRANCE wearers by this liberal BERBERICH Guarantee: "Should any pair of LA FRANCE Shoes fail to maintain the BERBERICH Standard, we guarantee the customer's satisfaction—BERBERICH'S."

\$3.50 \$4.00 \$5.00

Branch Store
813 Penna. Ave.

Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868

Main Store
1116-22 7th St.